



**WOMEN PRESIDENTS'**  
Educational Organization®

Contact: Susan Johnson  
[sjohnson@womenpresidentsorg.com](mailto:sjohnson@womenpresidentsorg.com)  
212-688-4114  
917-601-5778

**For Immediate Release**

**WPEO ANNOUNCES UNPRECEDENTED VALUE OF DONE DEALS™ COMPLETED  
WITH WOMEN BUSINESS ENTERPRISES**

*75% Increase Reported in Done Deals Value Over Last Year*

New York, NY (October 7, 2016) – A historic increase in the dollar value of Done Deals™, representing contracts completed between certified Women’s Business Enterprises (WBEs) and corporate members in the New York region, was announced today at the fifteenth annual Women Presidents’ Educational Organization (WPEO) Breakthrough Breakfast. Contracts worth nearly \$700 million in the New York region, representing 9,010 Done Deals completed from April 2015 through March 2016, accounted for a colossal 75% increase over last year. This year’s Done Deals indicate WBEs are finally making inroads in financial services, with Lebenthal & Co., LLC, representing 1% of a \$19 billion Microsoft Corporation bond transaction.

Being officially certified as a woman-owned diverse supplier can result in opportunities previously inaccessible to women’s businesses. WPEO provides WBENC certification, the most widely recognized and respected third-party national certification in the U.S. for WBEs. WPEO serves two northeast regions: WPEO-NY (New York State, Northern and Central New Jersey -- through Trenton -- and counties on the Southern Connecticut shoreline – including Fairfield, New Haven, Middlesex and New London) and WPEO-DC (Washington, D.C., Maryland and Virginia).

The Done Deals™ program publicly recognizes the successes of WBEs and Corporate Members. It also helps measure the impact WPEO has achieved in increasing business opportunities and contracting activity between WBEs, as well as between WBEs and WPEO Corporate Members.

Dr. Marsha Firestone, WPEO President and Founder, said, “We are witnessing a dramatic escalation in WPEO corporate members doing business with certified WBEs. Strategically sound procurement programs are critically important to companies like Microsoft Corporation who are identifying WBEs representing a wide range of suppliers who deliver what they need.”

According to Fernando Hernandez, Supplier Diversity & Sustainability Director, Microsoft Corporation, “Deals in the financial area related to bond offerings have historically gone to larger institutions. Over the years we have been chipping away at this lack of inclusion and brought in some great companies of diverse

broker dealers to support Microsoft's debt offering. They are experienced firms with proven track records. Given the opportunity they perform at the top of the class."

The 2016 WPEO Done Deals Award Winners are:

- **Corporate Opportunity Award – Bank of America**
  - Corporate member that submits the most Done Deals™ with WPEO-certified WBEs.
- **Corporate Champion Awards – Microsoft Corporation and Pfizer Inc.**
  - Corporate member that reports the highest cumulative value of Done Deals™ with WBEs.
- **WBE Connection Award – Stackable Sensations**
  - WBE that reports the most Done Deals™ with other WPEO-certified WBEs.
- **WBE Done Deals Champion Award – CorAnet Corporation**
  - WPEO-certified WBE that reports the largest number of Done Deals™ with WPEO Corporate Members.

WPEO Board Chair Eliseo Rojas, Vice President and Chief Procurement Officer, The Interpublic Group, said "This year's Breakthrough Breakfast theme focuses on how WBEs are responding to trends that will drive future innovation in order to build their businesses. Building relationships with diverse suppliers helps harness innovative ideas and processes, addressing evolving marketplace demands and gaining a competitive advantage."

#### **WPEO gratefully acknowledges the support of its corporate sponsors**

This year's Platinum Sponsor is Dominion. Diamond Sponsors include: AARP, Ampcus, Avis Budget Group, Capital One, IPG, Microsoft Corporation and Wells Fargo. Corporate Lead Sponsors include: Guggenheim Partners and Pfizer Inc. WBE Lead Sponsors include: Artech, Atlas, CorAnet, CSS Building Services, Hudson Court Reporting, Meadows Office Interiors, Superior Group and TCGI. The two Design and Print Sponsors are Highroad Press and The Studio.

#### **About The Women Presidents' Educational Organization:**

The Women Presidents' Educational Organization (WPEO) is a regional affiliate of the Women's Business Enterprise National Council (WBENC), the nation's premier third-party certification organization for women-owned businesses. The mission of the WPEO is to create increased access to business opportunities for WBEs. Its programs develop skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide certification services.

WPEO provides full service third-party certification to women entrepreneurs in the New York, Northern New Jersey, Southern Connecticut and the Washington, DC, Maryland, and Virginia areas. WPEO is incorporated in the state of New York and is recognized as a 501(c) (3) organization. For more information please visit [www.wpeo.us](http://www.wpeo.us). Follow us on Twitter ([@wpeonydc](https://twitter.com/wpeonydc)); like us on Facebook ([@TheWPEO](https://www.facebook.com/TheWPEO)).

###